



TREASURE VALLEY

ADA, ADAMS, BOISE, CANYON, ELMORE, GEM, OWYHEE, PAYETTE, VALLEY, & WASHINGTON COUNTIES

EMPLOYMENT TRENDS

The Boise City Metropolitan Statistical Area's (MSA) average annual unemployment rate for January 2004 was 4.3 percent, as shown in Treasure Valley Table 1. This was four-tenths of a percentage point below the December 2003 rate of 4.7 percent and seven-tenths of a percentage point below the January 2003 rate of 5.0 percent. Month-over-month, the number of employed persons increased by 2,400, or 1.0 percent, from December 2003, and the number of unemployed individuals decreased by 1,000 individuals, or 8.5 percent. The increasing number of persons employed and the decreasing number of persons unemployed created an overall decrease of 1,400 individuals, or 0.6 percent, in the *Civilian Labor Force*, from December 2003. Year-over-year, the number of employed persons increased by 4,600, or 2.0 percent, and the number of unemployed individuals decreased by 1,600 individuals or 12.9 percent, creating a net increase in the *Civilian Labor Force* of 3,000 individuals, or 1.2 percent, in the *Civilian Labor Force* from January 2003. The *Civilian Labor Force* figures for January 2004 for all

Treasure Valley Table 2: January 2004 Seasonally Adjusted Labor Force Figures for Southwest Idaho Counties				
	Civilian Labor Force	Number Unem- ployed	Percent Unem- ployed	Number Employed
Ada	178,944	6,619	3.7	172,325
Adams	1,774	273	15.4	1,501
Boise	2,646	155	5.9	2,490
Canyon	71,105	4,189	5.9	66,916
Elmore	9,624	508	5.3	9,116
Gem	5,818	375	6.4	5,443
Owyhee	3,905	68	1.7	3,837
Payette	9,746	737	7.6	9,009
Valley	3,906	282	7.2	3,624
Washington	4,267	388	9.1	3,878
Statewide	697,363	33,761	4.8	663,602

Treasure Valley Table 1: Boise MSA Labor Force & Employment
Ada and Canyon Counties

	Jan 2004*	Dec 2003	Jan 2003	% Change Last Month	% Change Last Year
INDIVIDUALS BY PLACE OF RESIDENCE					
Seasonally Adjusted					
Civilian Labor Force	250,000	248,600	247,000	0.6	1.2
Unemployment	10,800	11,800	12,400	-8.5	-12.9
% of Labor Force Unemployed	4.3	4.7	5.0		
Total Employment	239,200	236,800	234,600	1.0	2.0
Unadjusted					
Civilian Labor Force	248,400	248,300	245,200	0.0	1.3
Unemployment	13,200	12,000	14,700	10.0	-10.2
% of Labor Force Unemployed	5.3	4.8	6.0		
Total Employment	235,200	236,300	230,500	-0.5	2.0
JOB BY PLACE OF WORK					
Nonfarm Payroll Jobs**	228,300	233,300	224,300	-2.1	1.8
GOODS-PRODUCING INDUSTRIES					
Natural Resources & Construction	14,800	15,800	14,200	-6.3	4.2
Manufacturing	29,500	29,700	30,800	-0.7	-4.2
Durable Goods	22,500	22,700	23,600	-0.9	-4.7
Wood Product Manufacturing	1,600	1,600	1,900	0.0	-15.8
Fabricated Metal Products Mfg.	1,300	1,300	1,400	0.0	-7.1
Machinery Manufacturing	1,100	1,100	1,200	0.0	-8.3
Computer & Electronic Manufacturing	14,600	14,600	15,600	0.0	-6.4
Transportation Equipment Mfg.	1,500	1,400	1,500	7.1	0.0
Other Durable Goods	2,400	2,700	2,000	-11.1	20.0
Nondurable Goods	7,000	7,000	7,200	0.0	-2.8
Food Manufacturing	5,400	5,400	5,500	0.0	-1.8
Printing & Related Support Activities	700	700	700	0.0	0.0
Other Nondurable Goods	900	900	1,000	0.0	-10.0
SERVICE-PROVIDING INDUSTRIES					
Trade, Transportation, & Utilities	44,000	45,300	43,500	-2.9	1.1
Trade	36,900	38,300	36,500	-3.7	1.1
Wholesale Trade	9,700	9,700	10,000	0.0	-3.0
Wholesalers, Durable Goods	6,000	5,900	6,400	1.7	-6.3
Wholesalers, Nondurable Goods	2,800	2,800	2,800	0.0	0.0
Retail Trade	27,200	28,600	26,500	-4.9	2.6
Food & Beverage Stores	4,200	4,300	4,100	-2.3	2.4
General Merchandise Stores	6,000	6,600	5,900	-9.1	1.7
All Other Retail Trade	17,000	17,700	16,500	-4.0	3.0
Transportation, Warehousing, & Utilities	7,100	7,000	7,000	1.4	1.4
Utilities	600	600	700	0.0	-14.3
Transportation & Warehousing	6,500	6,400	6,300	1.6	3.2
Information	3,900	4,000	3,900	-2.5	0.0
Telecommunications	1,400	1,400	1,400	0.0	0.0
Financial Activities	12,700	12,700	12,200	0.0	4.1
Finance & Insurance	9,400	9,300	9,100	1.1	3.3
Real Estate & Rental & Leasing	3,300	3,400	3,100	-2.9	6.5
Professional & Business Services	32,100	32,800	30,400	-2.1	5.6
Professional, Scientific, & Technical	10,500	10,600	10,000	-0.9	5.0
Management of Companies & Ent.	5,500	5,500	5,500	0.0	0.0
Administrative & Support & Waste Mgmt.	16,100	16,700	14,900	-3.6	8.1
Educational & Health Services	29,400	29,700	27,700	-1.0	6.1
Educational Services	2,300	2,600	2,300	-11.5	0.0
Health Care & Social Assistance	27,100	27,100	25,400	0.0	6.7
Hospitals	9,700	9,600	9,000	1.0	7.8
Leisure & Hospitality	19,800	20,200	19,200	-2.0	3.1
Arts, Entertainment, & Recreation	2,800	2,700	2,100	3.7	33.3
Accommodation & Food Services	17,000	17,500	17,100	-2.9	-0.6
Accommodation	1,700	2,000	2,000	-15.0	-15.0
Food Services & Drinking Places	15,300	15,500	15,100	-1.3	1.3
Other Services	6,600	6,800	6,500	-2.9	1.5
Total Government	35,500	36,300	35,900	-2.2	-1.1
Federal Government	5,500	5,600	5,300	-1.8	3.8
State & Local Government	30,000	30,700	30,600	-2.3	-2.0
State Government	13,000	13,500	13,200	-3.7	-1.5
State Government Education	3,800	4,100	3,900	-7.3	-2.6
State Government Administration	9,200	9,400	9,300	-2.1	-1.1
Local Government	17,000	17,200	17,400	-1.2	-2.3
Local Government Education	10,700	10,900	10,400	-1.8	2.9
Local Government Administration	6,300	6,300	7,000	0.0	-10.0

* Preliminary Estimate

**Full- or part-time jobs of people who worked for or received wages in the pay period including the 12th of the month

ten counties in Southwest Idaho are shown in Treasure Valley Table 2.

In the Boise City MSA *Nonfarm Payroll Jobs* decreased by 5,000 jobs, or 2.1 percent, in January 2004 while year-over-year, *Nonfarm Payroll Jobs* experienced a gain of 4,000 jobs, or 1.8 percent. Month-over-month, *Goods-Producing Industries* lost 1,200 jobs with job decreases noted in *Natural Resources, Mining & Construction* (-1,000 jobs) and *Other Durable Goods Manufacturing* (-300 jobs) while job gains were noted in *Transportation Equipment Manufacturing* (100 jobs). Year-over-year, *Goods-Producing Industries* lost 700 jobs with job decreases noted in *Wood Product Manufacturing* (-300 jobs), *Fabricated Metal Products Manufacturing* (-100 jobs), *Machinery Manufacturing* (-100 jobs), *Computer & Electronic Product Manufacturing* (-1,000 jobs), *Food Manufacturing* (-100 jobs), and *Other Non-durable Goods Manufacturing* (-100 jobs) while job gains were noted in *Natural Resources, Mining, & Construction* (600 jobs) and *Other Durable Goods Manufacturing* (400 jobs).

In *Service-Providing Industries*, jobs lost outweighed jobs gained by 3,800 jobs in the Boise City MSA from December 2003 to January 2004. Job losses occurred in *Food & Beverage Stores* (-100 jobs), *General Merchandise Stores* (-600 jobs), *All Other Retail Trade* (-700 jobs), *Information Services* (-100 jobs), *Real Estate & Rental & Leasing Services* (-100 jobs), *Professional, Scientific, & Technical Services* (-100 jobs), *Administrative & Support & Waste Management Services* (-600 jobs), *Educational Services* (-300 jobs), *Accommodation Services* (-300 jobs), *Food Services & Drinking Places* (-200 jobs), *Other Services* (-200 jobs), *Federal Government* (-100 jobs), *State Government Education* (-300 jobs), *State Government Administration* (-200 jobs), and *Local Government Education* (-200 jobs). Job gains were experienced in *Durable Goods Wholesale Trade* (100 jobs), *Transportation and Warehousing Services* (100 jobs), *Finance and Insurance* (100 jobs), *Hospitals* (100 jobs), and *Arts, Entertainment, & Recreation Services* (100 jobs). Year-over-year, *Service-Providing Industries* gained 4,700 jobs or 2.6 percent. Job gains were noted in *Food & Beverage Stores* (100 jobs), *General Merchandise Stores* (100 jobs), *All Other Retail Trade* (500 jobs), *Transportation & Warehousing Services* (200 jobs), *Finance & Insurance Services* (300 jobs), *Real Estate & Rental & Leasing Services* (200 jobs), *Professional, Scientific, & Technical Services* (500 jobs), *Administrative & Support & Waste Management Services* (1,200 jobs), *Health Care & Social Assistance Services* (1,700 jobs) including *Hospitals* (700 jobs), *Arts, Entertainment, & Recreation Services* (700 jobs), *Food Service & Drinking Places* (200 jobs), *Other Services* (100 jobs), *Federal Government* (200 jobs), and *Local Govern-*

ment Education (300 jobs). Job losses were noted in *Durable Goods Wholesale Trade* (-400 jobs), *Utilities Services* (-100 jobs), *Accommodation Services* (-300 jobs), *State Government Education* (-100 jobs), *State Government Administration* (-100 jobs), and *Local Government Administration* (-700 jobs).

AREA DEVELOPMENTS

Boise City MSA

- Washington Group International (WGI) announced it was awarded a \$564 million joint-venture contract with Alberici Constructors Inc., from the U.S. Army Corps of Engineers for the construction of a 2,700-square-foot concrete dam across the lower Ohio River.
- Epitome, a new home and garden store, opened in March near Fifth and Main Streets in downtown Boise. The store is located in the 1,600-square-foot space adjacent to the Mosaic Gallery Wine Bar that used to house Bandanna Running and Walking. Epitome is a medium- to high-end specialty store that offers interior and exterior items for the home and garden.
- State Farm Insurance announced plans in early February to cut employment at claims offices around the state and move its Boise claims service center to a building in the Boise Research Center in west Boise. The consolidation will allow the company to streamline its operation. State Farm currently operates its Boise claims service center in two 10,000-square-foot buildings on Cole Road near Emerald; it will move to 16,000-square-feet of leased space in the Brighton Plaza building on Explorer Drive. The new claims center is scheduled to open April 26 and will employ 70.
- A 17,000-square-foot expansion will soon start at the Idaho State Police headquarters in Meridian. The expansion will nearly double the amount of instructional space for the Pease Offer Standard & Training (POST) Academy. The expansion will add five large classrooms and four mock jail cells. No completion date on the project was announced.
- T-Mobile started construction on a new customer service center in the SilverStone Corporate Center on Eagle Road in Meridian. The 77,000-square-foot center could employ at least 600 full-time employees who will handle incoming customer service calls. All jobs at T-Mobile will be full time with benefits, and the pay will start between \$9.50 and \$11.00 per hour. The company plans to hire and train between 100 and 150 customer service

representatives this spring during several job fairs that will be publicized throughout the Treasure Valley and on its company website at <http://www.t-mobile.com/>. T-Mobile will open the service center during Summer 2004 and hire additional employees in December 2005.

- Washington Trust Bank announced plans to build a 17,700-square-foot building in Meridian. The building will house a Washington Trust branch as well as all of the real estate lending functions for the bank. The building will be located in the Eagle & Pine Crossing development. Construction is scheduled to start this spring and be finished by January 2005.
- A mixed-use development is planned on a 31,000-acre area in the foothills north of Eagle. Several community villages that are separated by open space and linked by hiking and biking trails and pedestrian areas will characterize the proposed planned community. Over the next few months, SunCor, the Phoenix-based developer, will hold a series of meetings with neighborhood associations and other interested parties. SunCor will submit plans for the development to the county in April.
- Costco announced plans to open a new 146,000-square-foot retail outlet in Nampa in 2006. The store will anchor a new 75-acre retail center north of Interstate 84 and Karcher Road. The retail center will include more than 700,000-square feet of building space that will include three other large retail buildings, a mid-sized retail building, and 10 smaller shop and restaurant structures. The retail center is not scheduled to open until the summer/fall of 2006, when the Karcher Road interchange at I-84 will be completed.
- Nampa Mayor Tom Dale gave his annual State of the City address in mid-February. Dale focused the address on past accomplishments and future needs of the Nampa community. Past accomplishments include a 5.0 percent increase in commercial development over the previous year, increased community cleanup efforts, and a joint project with other valley communities to develop a website promoting economic development. The future needs that Dale spoke about included a \$40 million bond election on May 25 for planned public works projects, including a railroad overpass at Kings Corner, the redevelopment of Garrity Boulevard, and utility service to an industrial area north of the interstate for economic development.

Overall, Mayor Dale's responses were positive and the future for Nampa is very bright.

- The Boulevard Station, a mixed-use development, is planned for the corner of Middleton Road and the Nampa-Caldwell Boulevard in Nampa. The development will include a 9,000-square-foot retail center, office buildings, and a funeral home. Businesses have already started to look at the site, including a coffee shop, hair salon, video store, and pizza restaurant. Construction on the project is expected to start this spring.
- The Canyon County Sheriff's Office announced plans in early February to open two shooting ranges on a 40-acre parcel of land south of Lake Lowell. One range will be for private use by police officers in Nampa and Caldwell, and the other shooting range will be for public use. The public range will be open daily from sunrise to sunset. Both ranges will have sections for rifles, handguns, and shotguns.
- The Middleton School District announced in early February that it had purchased a 60-acre site for the new high school. The site is located on the southeast corner of Willis and Emmett Roads in Middleton. The school will not be needed immediately, but the district is planning for the predicted increase of 1,500 students that are expected to move into the area within the next ten years. The new high school would accommodate twice the number of students of the current high school.
- Other recent business happenings in the Boise City MSA include: The Chocolat Bar, an organic chocolate shop, opened in on Ninth Street in downtown Boise; Wellcoaches, an osteopathic manipulative medicine and wellness coaching center moved to a new location in downtown Boise; the American Red Cross of Greater Idaho moved into new office space in the BoDo development in downtown Boise; McMillenBuckley Inc., an investment consulting firm in Boise, changed its name to McMillen & Associates Inc.; Al's Car Care of Boise is scheduled to start construction on a new auto repair shop on West Fairview Avenue in Boise; Lyle Pearson Premier Motorcars opened the first Jaguar dealership in the Boise Auto Mall in west Boise; Family Dental Center is scheduled for construction in the Mahogany Office Park in west Boise; a one-story retail building is scheduled for construction in the Town & Country shopping center on Fairview

Avenue in west Boise; Charlie Frog Schools, a child-care facility, is scheduled for construction in the Town & Country shopping center on Fairview Avenue in west Boise; KeyBank announced plans to build a new branch in the El Dorado Business Campus in Meridian; Meridian Soccer Property LLC purchased 1.75 acres to construct an indoor soccer arena in the Stonebridge Business Park in Meridian; two additional office buildings are scheduled for construction in the Eagle River Development in Eagle; Backstreet Architectural opened a new architectural firm on Academy Avenue in Eagle; Golden Corral is scheduled to start construction in early spring on a new restaurant planned on Cassia Street in Nampa; Jack in the Box announced plans to build a new eatery in the Northgate Shopping Center at State and Glenwood Streets in Boise; Pizzalchik announced plans to open a new quick-service restaurant in the Gary Lane Plaza in northwest Boise; and Poblano's, a Mexican restaurant, opened in the Boise City National Bank building at Eighth and Idaho Streets in downtown Boise.

Adams County

- A public meeting was held at the Meadows Valley Public Library in New Meadows for a discussion on downtown revitalization and beautification of New Meadows. Sage Community Resources presented information on funding sources for the projects. A Downtown Revitalization Committee was formed and after the meeting, the committee prepared a survey for New Meadows residents that would focus on the downtown area. Before applying for funds, organizers said New Meadows citizens need to decide on a vision for the downtown area.

Elmore County

- In late February, the city of Mountain Home proposed a \$1.5 million bond election that, if passed, would expand the current library. The proposed expansion would include a reading area featuring a coffee bar, a patio area that will provide an additional gathering place for Mountain Home residents, and a multipurpose meeting room. The coffee bar and meeting room are possible revenue generating areas for the library. No date has been set for the bond election.
- The Western Elmore County Recreation District (WECRD), after gaining approval of a conditional use permit by the Elmore County Planning and Zoning Commission in February, plans to purchase a ten-acre site on S. 18th East Street in Mountain Home for a community center/family

recreation center. WECRD directors and volunteers continue to search for grants and funding options that will allow construction to start on the \$10,000,000 project.

Payette County

- The City of Fruitland recently updated its Comprehensive Plan and Future Land Use Map. The updated plans visualize commercial development along U.S. 95 between downtown and Interstate 84, which is currently dominated by agricultural land. The new plan includes a variety of uses including commercial, industrial, multi-family housing, and single-family housing.

Valley County

- The McCall Winter Carnival was held in late January and early February. Large crowds attended the ten-day event that featured parades, contests, snow sculptures, and many fun activities. Area restaurants, stores, and lodging establishments benefited from the influx of tourists in McCall for the annual event.
- Tamarack Resort sold out of its initial offering of 104 custom homes and lots, which generated \$46 million for the resort. Idaho residents took the majority of the homes/sites, grabbing 38 percent of the initial offering while residents of other states and countries took the remaining sites. Tamarack officials will put another 68 sites for sale this year. Tamarack is the first ski resort to be built in the United States in two decades. Synthesis Realty Group, a real estate consulting firm hired by Tamarack developers called this initial offering the "largest resort site launch ever in North America." Tamarack plans to open its ski hill in Winter 2005.
- Dr. Kurt Markuson is the new owner of Cascade Family Dentistry in Cascade. Dr. Markuson bought the practice from Dr. Randy Moss in December, and will be in Cascade on Thursdays and Fridays.
- Indulgence Day Spa & Salon in McCall recently added two new members to its staff. Indulgence offers a number of services including haircuts, coloring, perms, full-body waxing, facials, manicures, and pedicures. The business is located on Park Street across from the McCall fire station.

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